

The Utilization of a Web Based Educational Newsletter for Community Engagement

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Objectives:

- Share how technology can be used to expand “place” to new audiences
- Learn how an interdisciplinary team utilized qualitative and quantitative methods to evaluate their newsletter
- Explore how virtual newsletters can engage readers to visit your website and keep them coming back.

Ohio 4-H Cloverbud Connections

Newsletter Background:

- Developed for 4-H Cloverbud volunteers
- Published quarterly
- Started with statewide hardcopy distribution
- Expanded to add web based distribution
www.cloverbudconnections.osu.edu
- Click it, Print it, Do it! Activities



Ohio 4-H Cloverbud Connections

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Welcome to the *Ohio 4-H Cloverbud Connections*!

This newsletter was developed in response to requests from 4-H volunteers for more information and support in working with Cloverbud members. It is published quarterly and provides a unique blend of education, activities, and fun to build and challenge Cloverbud Volunteers as they lead kindergarten through second grade youth.

Current Newsletter is Fall 2006

Putting the Experiential Learning Model into Practice

Everybody Cooperates...Everybody Wins...

and Nobody Loses

Take Five for Cloverbud Activities

Campus Connections

Chocolate Pretzels Snack



**Click Here for a PDF
of the Current Issue**

You will need [Adobe Acrobat® Reader](#) to view the PDF version of this newsletter.

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Click it, Print it, Do it... Activity Page

<i>Activity</i>	<i>Release Date</i>
Comparing Apples to Apples	Fall 2006
Nutrition & Exercise	Summer 2006
Listening & Coloring	Spring 2006
Weave a Flag	Winter 2006
The 4-H Pledge	Winter 2006

Address http://cloverbudconnections.osu.edu/past_issues.html

Go

Links



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Submit Ideas & Articles

Submit A Cloverbud Idea That Works!

Share Cloverbud activities, events, or lessons you have used in your club or county.

Submit A Newsletter Article!

Share ideas, programs, research, and activities on a more indepth level. The article should be approximately 250 words. Keep in mind that the target audience for Ohio 4-H Cloverbud Connections newsletter is Cloverbud volunteers.

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Keith I. Smith, Associate Vice President for Agricultural Administration and Director, OSU Extension TDD No. 800-688-8292 (Ohio only) or 614-292-1868



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Newsletter Notification

Name: Email: County: State:

How did you find out about our newsletter?

☐ Extension Office☐ Web☐ Friend☐ Conference☐ Other:



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Fall 2006

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Putting the Experiential Learning Model into Practice

Did you know the 4-H Cloverbud curriculum was designed following the experiential learning model for planning and conducting activities? The experiential learning model is a proven method for promoting life skills through a process that goes beyond just doing an activity. Even though the 4-H Cloverbud curriculum is in an experiential learning format, by knowing a little bit about how the model works, you will do even more in promoting learning and life skills for the participating children.

Dr. Robert Horton, state 4-H curriculum specialist, has provided some helpful guidance for conducting activities in an experiential learning framework.

He recommends that as you conduct the activities with the children look for ways the members can share, process, generalize, and apply (beyond 4-H) the activity/learning that is taking place. For example:

Choosing... Provide opportunity for members to respond to the activity by sharing reactions and observations.



Ohio 4-H Cloverbud Connections



Fall 2006 Issue

For 4-H Cloverbud Volunteers working with grades K-2

Putting the Experiential Learning Model into Practice

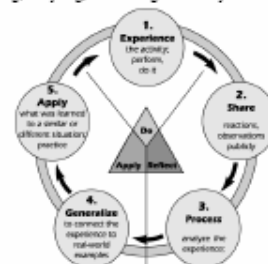
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Dr. Robert Horton, state 4-H curriculum specialist, has provided some helpful guidance for conducting activities in an experiential learning framework.

He recommends that as you conduct the activities with the children look for ways the members can share, process, generalize, and apply (beyond 4-H) the activity/learning that is taking place. For example:

- **Sharing** – Provide opportunity for members to respond to the activity by sharing reactions and observations.
- **Processing** – Help members to process the activity by discussing, analyzing, and relating the activity to the targeted life skills.
- **Generalizing** – Encourage members to make connections between the activity and their own personal life experiences.
- **Applying** – Have children think about how the activity and skills learned can be applied to other parts of their lives at home, school, or their neighborhood.

Check out the model to your right for a graphic image of the experiential learning model.



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<http://cloverbudconnections.osu.edu>



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Cloverbud Volunteer Resources

What is Ohio Cloverbuds?	Who Are These K-2 Cloverbud Children?
Using the Ohio Cloverbud Curriculum	Making Cloverbuds an Experience
Do I Have Your Attention?	Cooperative & Competitive Learning
Cloverbuds Deserve Great 4-H Volunteers	Coping with Cloverbud Kids in Conflict
Ohio's 4-H Cloverbud Curriculum Series 1	Ohio's 4-H Cloverbud Curriculum Series 2
Ohio's 4-H Cloverbud Curriculum Spanish Version - Series 1	4-H Cloverbud Volunteer Training Video
Ohio's 4-H Cloverbud Volunteer Guidebook	Click it, Print it, Do it.... Activity Page

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For disability accommodations please call (740) 472-0810








Web Usage

1. Monitored by Urchin Software
2. Data can be tracked by any range of dates
3. Data tracked by number of visitors, pageviews, top pages, hits, referrals, etc








Urchin Dedicated 3.4



**Reports**

-  Traffic
 - Snapshot
 - Summary
 - Hourly Graph
 - Daily Graph
 - Monthly Graph
-  Pages
-  Referrals
-  Domains
-  Browsers
-  Tracking
-  E-Commerce

Date Range

-  Day
-  Week
-  Month
-  Year
-  Enter Range

Controls

-  Preferences
-  Export Data

Report for: cloverbudconnections.osu.edu

Date Range: 01/01/2006 - 12/31/2006

Summary

Total Visitors	26,283
Total Pageviews	74,385
Total Hits	155,822
Total Bytes Transferred	3,496GB
Average Visitors Per Day	96.27
Average Pageviews Per Day	272.47
Average Hits Per Day	570.77
Average Bytes Transferred Per Day	13.11MB
Average Pageviews Per Visitor	2.83
Average Hits Per Visitor	5.92
Average Bytes Per Visitor	139.5KB
Average Length of Visit (H:M:S)	00:03:07

Help Information:

Summary: The Summary report is a simple numerical tally of the traffic to your site for the current date range. Sections include Totals, Averages, and Averages per Visitor. Tip: to compare this data to another time period, open a new browser window, go to your report, and enter a new date range.

For more information, [click here](#).



Urchin Dedicated 3.4

**Reports**

- Traffic
- Pages
 - Top Pages
 - Directory Tree
 - File Types
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 - Posted Forms
- Referrals
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- Browsers
- Tracking
- E-Commerce

Date Range

- Day
- Week
- Month
- Year
- Enter Range

Controls

- Preferences
- Export Data

Report for: **cloverbudconnections.osu.edu**

Date Range: 01/01/2006 - 12/31/2006

Top Pages

			Pageviews	Bytes
Previous	#Shown	GO	Pageviews	Percent
			0	10%
1. /			7,474	10%
2. /Activity_20Projects/ListeningandColoringActivity.pdf			4,505	6.1%
3. /Activity_20Projects/4HPledgeActivity.pdf			4,289	5.8%
4. /ActivityPage.html			2,448	3.3%
5. /archive/pdf/CBspring2006.pdf			2,009	2.7%
6. /archive/pdf/CBwinter06.pdf			1,995	2.7%
7. /learn_about.html			1,937	2.6%
8. /Activity_20Projects/Flagweavingactivity.pdf			1,848	2.5%
9. /past_issues.html			1,743	2.3%
10. /join_cloverbuds.php			1,729	2.3%
<input checked="" type="checkbox"/> Next				

Help Information:

Top Pages: This report shows the top 10 pages visited on your site, and graphs each by relative percentage. The number of pages shown on this report can be controlled by changing the value in the #Shown area.

For more information, [click here](#).

Newsletter Evaluation

(conducted 2002)

- Two statewide surveys
 - Cloverbud Volunteer Survey (N=205)
 - 4-H Staff Survey (N=77)
- Quantitative and Qualitative Research Methods

Perceived Knowledge Gained by Volunteers

Scale: 6 = much to 1 = none

49% (95) reported knowledge gained levels of 5 & 6

87% (119) reported knowledge gained levels of 4, 5 & 6.

Volunteer & Staff Perceived Usefulness of Newsletter

	Cloverbud Volunteers N=205	Ohio 4-H Staff N=77
Category	Percent Very Useful/Useful	Percent Very Useful/Useful
Cover Page	95	99
Cloverbud Activity	99	100
Educational Article	98	100
Campus Connection	82	87
Snack Recipe	93	94
Overall Usefulness	99	99

Utilization of Newsletter by Volunteers

	Cloverbud Volunteers N=205
Newsletter Utilization	Percent
Use or read or file	89
Read then toss	4
Give to others	3
Other	3

4-H Cloverbud Volunteer Challenges (number of responses)

- Activities/Curriculum – 106
- Attention/Interest – 85
- Group Dynamics – 47
- Parent Issues – 24

4-H Staff Cloverbud Challenges

(number of responses)

- Expand Cloverbud activities – 35
- Philosophy & guidelines – 19
- Developmentally age-appropriate programming – 19
- Meeting logistics – 17
- Parent issues – 13
- Curriculum – 13

Conclusions:

1. Tried and true methods can be made new again using the web
2. Newsletters provide e-learning opportunities
3. Technology can expand “place”
4. It is possible to keep readers coming back to your site

Thank you for participating!



Please complete the evaluation

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